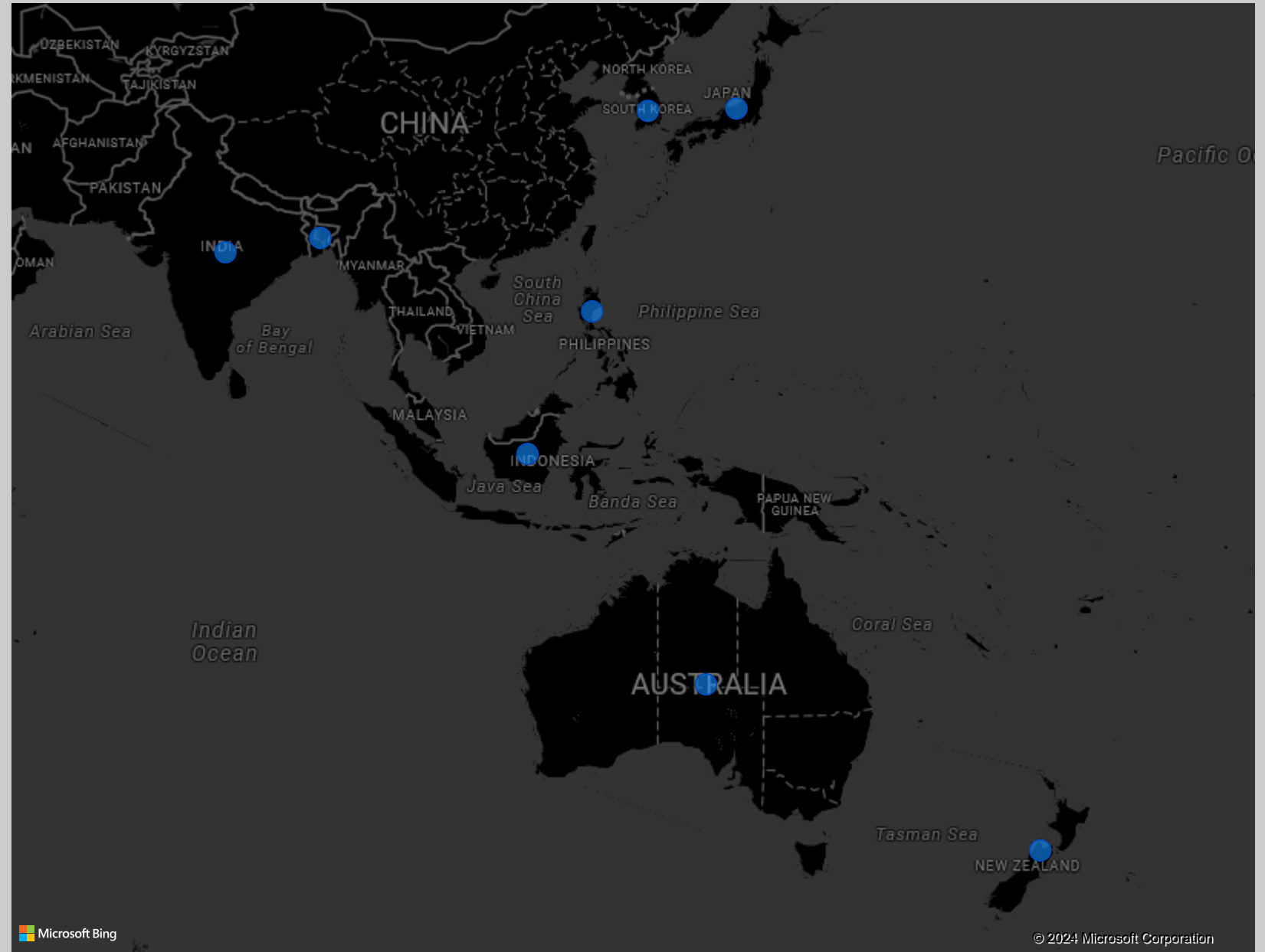
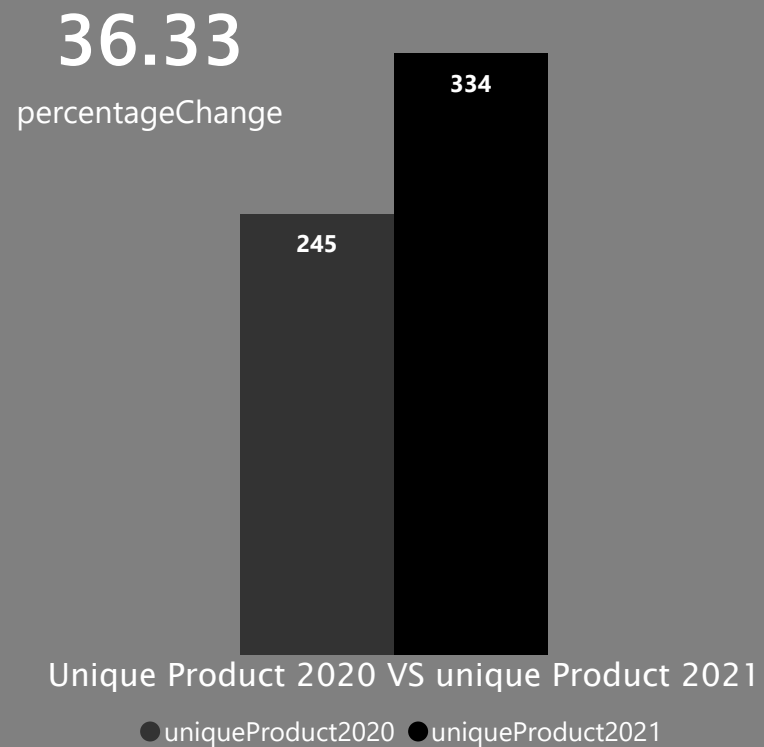


## REQUEST 1

*provide the list of markets in which customer "Atliq Exclusive" operates its business in the APAC region.*



## Percentage of increased in unique products from 2020 to 2021



## REQUEST 2

*what is the percentage of unique product increase in 2021 vs 2020*

### *insights :*

*there were 245 unique products in 2020 and 334 in 2021 that make up to 36.33% of increase in the unique products*

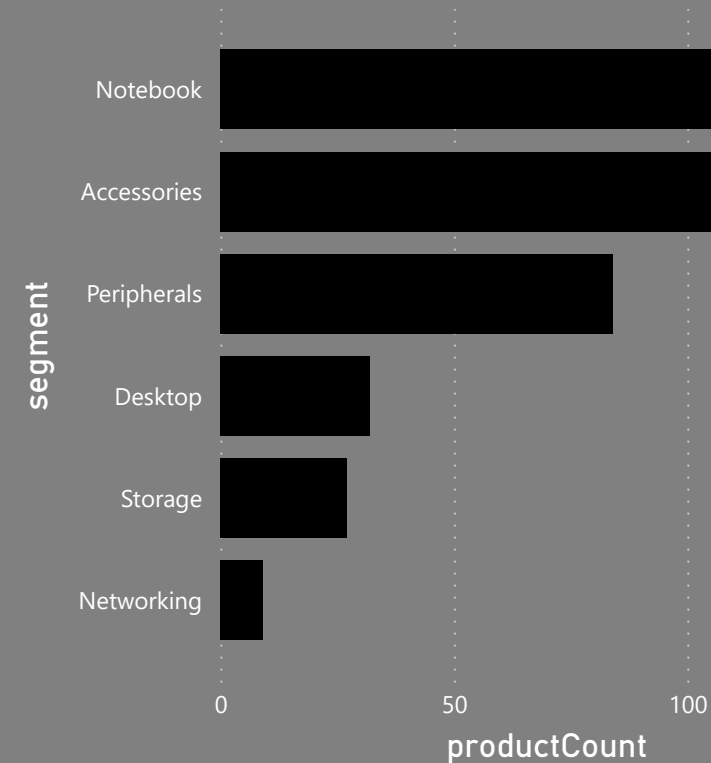
## REQUEST 3

*provide a report with all the unique product counts for each segment and sort them in descending order of product counts.*

### *insights :*

*different segments of Atliq Hardware are Notebooks, Accessories, Peripherals, Desktops, Storages and Networking. the visual shows the count of unique product each segment have.*

Count of unique products as per the segment



## unique product difference as per segment from 2020 to 2021

segment	uniqueProduct2020	uniqueProduct2021	difference
Networking	6	9	3
Storage	12	17	5
Desktop	7	22	15
Notebook	92	108	16
Peripherals	59	75	16
Accessories	69	103	34

## REQUEST 4

*which segment had the most increase in unique products in 2021 vs 2020?*

*insights :*

*Atliq Hardware had most no. of product increase in Accessories from 2020 to 2021 by 34 unique products.*



# REQUEST 5

*get the product that have the highest and lowest manufacturing costs.*

*insights :*

*Atliq Hardware produces Personal Desktop – AQ HOME Allin1 Gen 2 that takes highest manufacturing cost  
mouse – AQ Master wired x1 MS that takes minimum manufacturing cost.*

Products with highest and lowest manufacturing cost.

240.54

Personal Desktop  
category

A6120110206  
product\_code

AQ HOME Allin1 Gen 2  
product

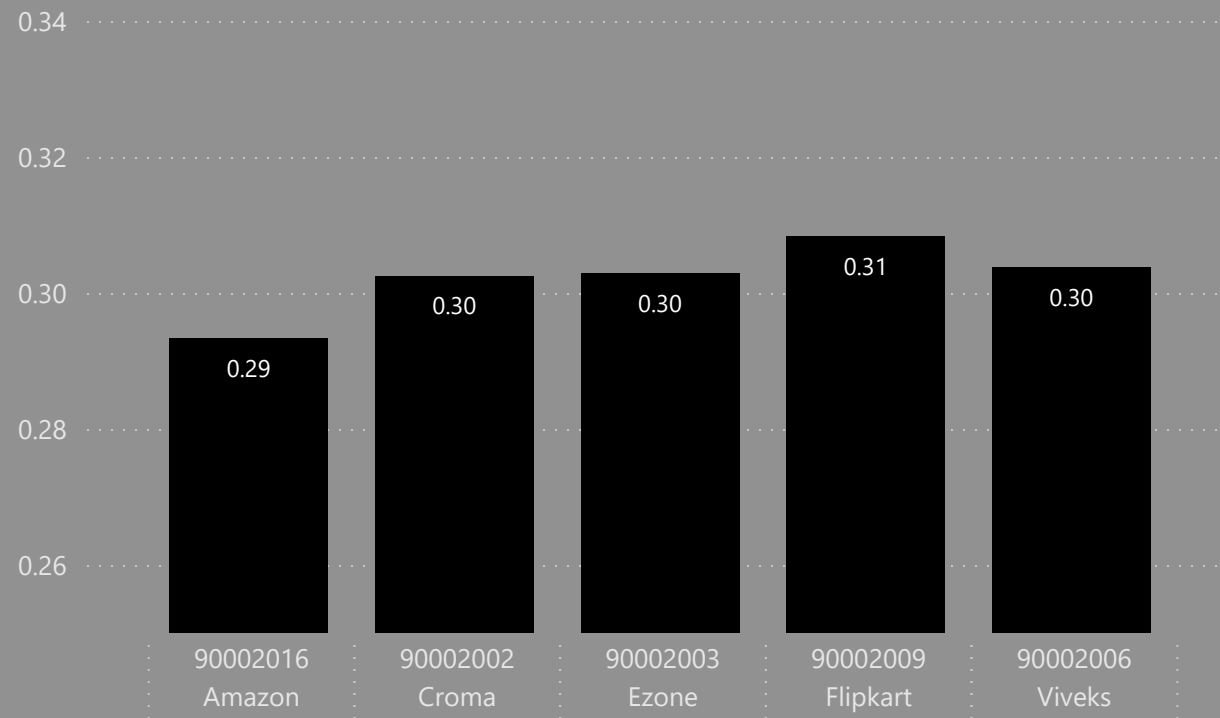
0.89

Mouse  
category

A2118150101  
product\_code

AQ Master wired x1 Ms  
product

## Top 5 customers receive highest average discount in 2021 in India.

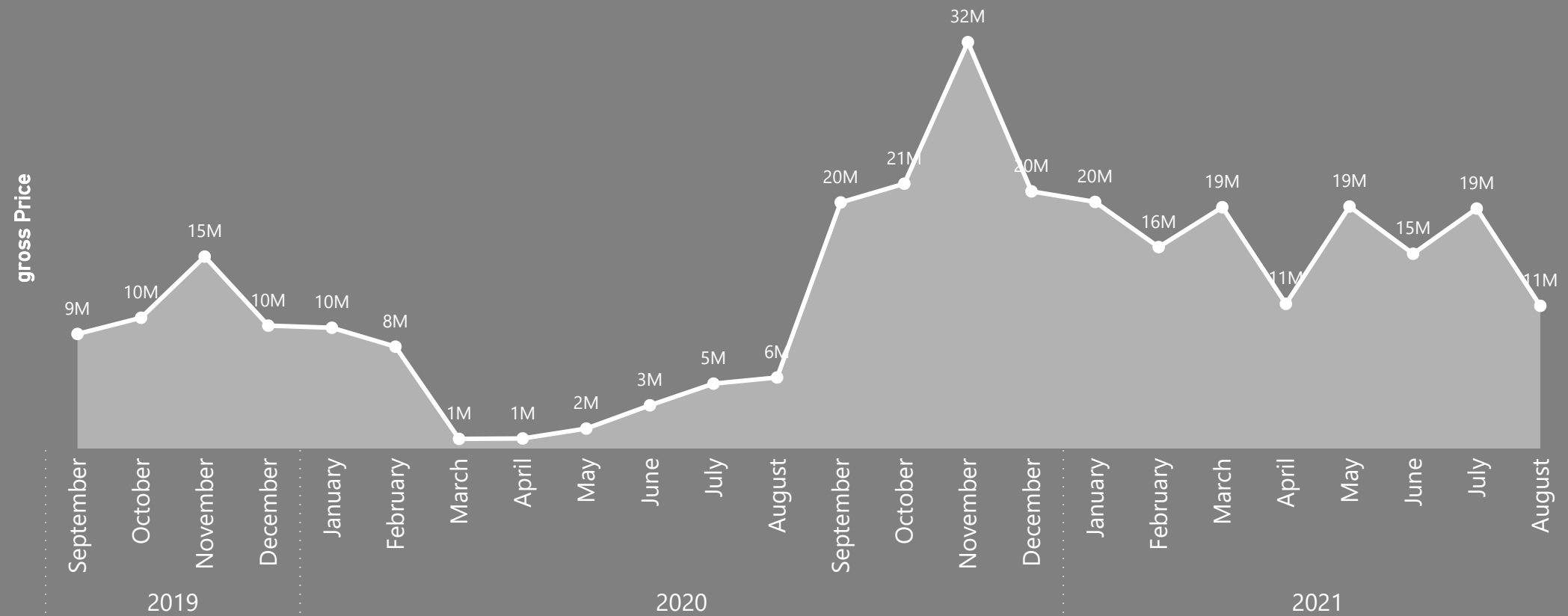


## REQUEST 6

*Top 5 customers who received an average high pre\_invoice\_discount\_pct for the fiscal year 2021 and in the Indian market.*

### *insights :*

*Amazon, Croma, Ezone, Flipkart, Viveks are the companies that receive the highest average discount in India 2021.*



**REQUEST 7** - *the gross sales amount report for "Atliq Exclusive" for each month.*

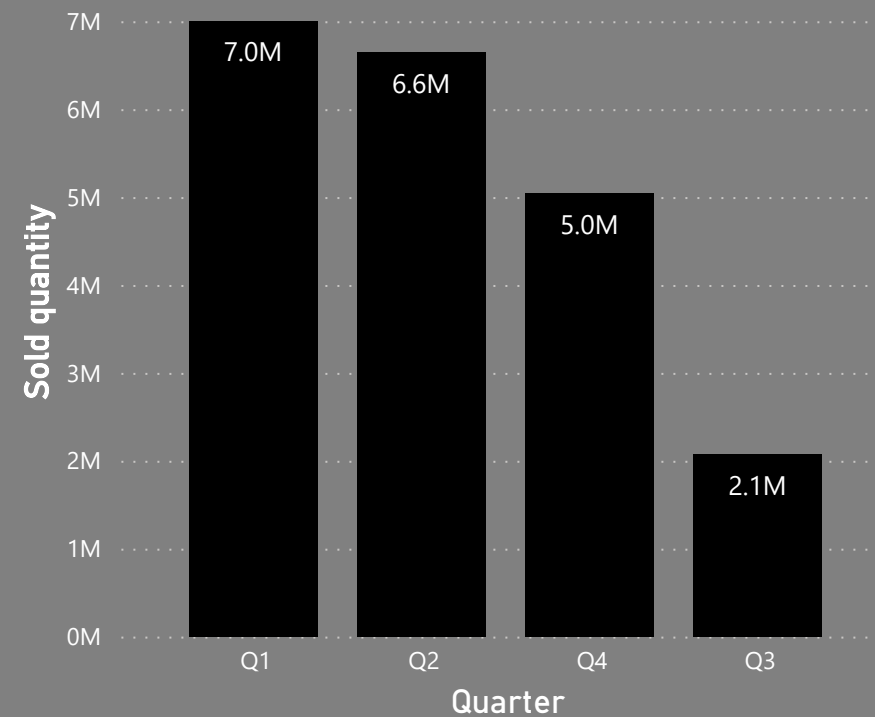
## REQUEST 8

*in which quarter of 2020, got the maximum total sold quantity?*

***insights :***

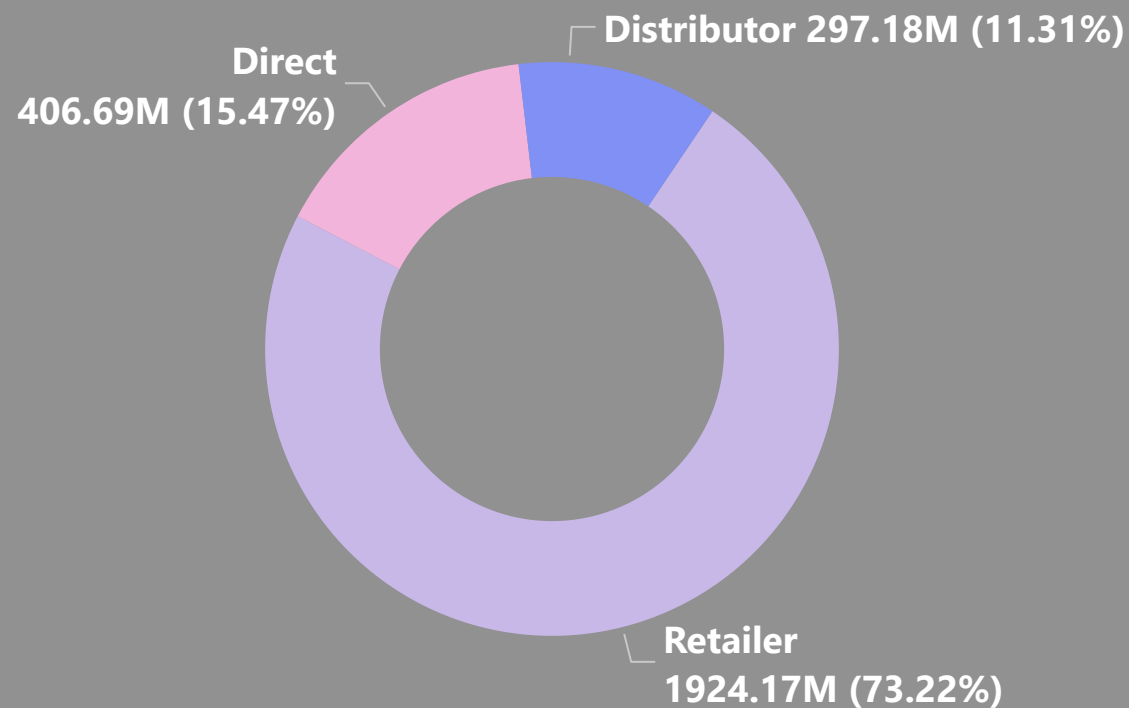
*the first quarter of 2020 has the maximum sales quantity of Atliq Hardware. followed by Q2, then Q4 and Q3 has the least sales in year 2020.*

Total sales in year 2020 per quarter





## Gross sales made by different channels in 2021.



## REQUEST 9

*which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution?*

### ***insights :***

*maximum gross sales in year 2021 is done by retailers that is 73.22% of over all gross sales. the distributors make gross sales of 297.18M that counts up to 11.31% of total gross sales. and remaining contribution in total sales is done by Direct sales of product.*

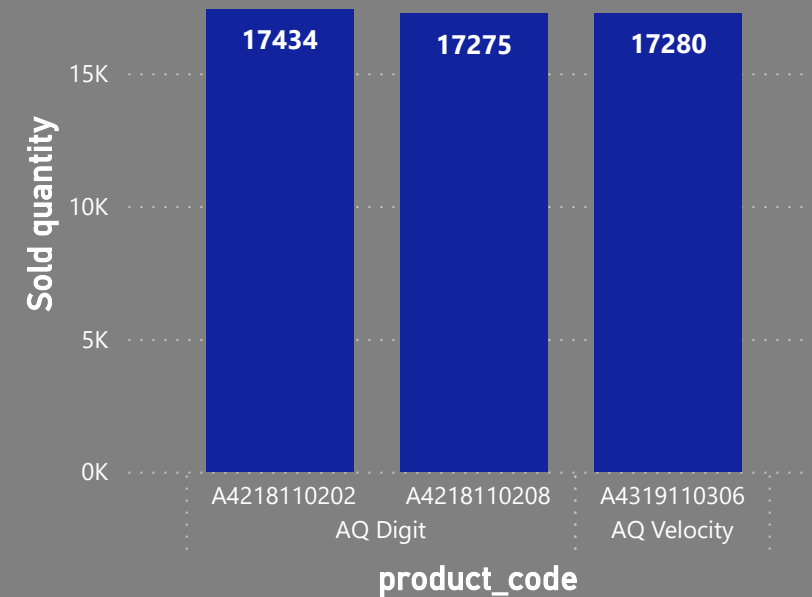
## REQUEST 10

*get the Top 3 products in each division that have a high total\_sold\_quantity in the fiscal\_year 2021?*

*insights :*

*the visual shows the products that were highly sold in each division.*

Top 3 products with maximum sales of a product in 2021 by Division.



division

N & S

P & A

PC